

5¢ a copy Maclean's

Canada's National Magazine

**DECEMBER 1,
1937**



jorj harris

**Alberta's
Social Credit
Crisis**

**Maclean's Rugby
All Stars for 1937**

EXTRA SPECIAL SERVICE

...for a Lady

Drive Your Store Prestige Right Up
to Her Door with
THE New INTERNATIONALS

When as quick to appreciate the service every shop is the service of your merchandise, your service, and your delivery that you drive up to her door with the new International Trucks offer the kind of service that will ensure your most business in every neighborhood. Let these new trucks serve as a moving advertisement of your prestige and the prestige of the things you sell.

Every type of load—every kind of loading—can be easily loaded by these new International Trucks. The load is a full ton, and there is the same ease of loading before the surface. Engineering improvements throughout the mechanical product line advance the International reputation as the leader of thousands of new units.

The distinctive new International Trucks range in size from the 1/2 ton to 1-ton light delivery men up to powerful six-wheelers. For these trucks are at the service International brands in dealer showrooms. The right chassis and the right body for every business.

INTERNATIONAL HARVESTER COMPANY
HAMILTON OF CANADA, INC. ONTARIO



International light delivery trucks, 1/2 ton to 1 ton, in three wheelbase lengths, 112, 122, and 130 in.

INTERNATIONAL TRUCKS

Catching COLD?

Quick! . . . Take these 2 "first steps"—



1
CLEANSE THE
INTESTINAL TRACT

2
HELP NATURE
COMBAT ACIDITY

Sal Hepatica does BOTH!

"Get your system ready for a fight," warn physicians, "whenever you take cold." They advocate two basic steps to help Nature help you fight a cold.

- 1.—Cleanse the intestinal tract of wastes.
- 2.—Help Nature combat the acidity that frequently accompanies a cold.

And Sal Hepatica does both! Not only is Sal Hepatica a laxative, a building mineral salt which cleanses the intestinal tract—quickly, gently, thoroughly—but Sal Hepatica brings about an alkaline (ant-acid) reaction—helps Nature combat acidity, too.

Ask your doctor—see if he doesn't stress the importance of taking both a laxative and an anti-acid in fighting a cold.

Be modern—fight a cold
the modern way.

So whenever a cold comes your way, take two teaspoonsful of Sal Hepatica in a glass of water. In addition, get plenty of rest and quiet—go to bed and call a doctor if you need a severe remedy. Stay dry. Drink plenty of liquids. It pays to fight a cold the modern way. Get a bottle of Sal Hepatica today.



THE MODERN LAXATIVE THAT
HELPS NATURE
COMBAT ACIDITY

MEET HUDSON

FOR 1938

HUDSON Terraplane • HUDSON Six • HUDSON Eight

107-109 INCH WHEELBASE 64 AND 121 HORSEPOWER

122 INCH WHEELBASE 105 AND 107 HORSEPOWER WITH 104 STAR MOTOR

113 AND 124 INCH WHEELBASE 122 HORSEPOWER



3 BRILLIANT NEW CARS

Built to Excel . . . in Style, Performance, Long Life

BIGGER • ROOMIER • WITH NEW LUXURY • NEW DRIVING EASE

Here are three genuine new Hudsons . . . Hudson Terraplane, Hudson Six and Hudson Eight . . . magnificently styled for 1938. They ride and drive with the smooth brilliance found only in re-engineered performance champions. They stand up amazingly well as shown by official figures on resale value, the strongest evidence of the long life built into a car, which any Hudson owner can show you. They cost little to run . . . and come to you for 1938 at prices nothing else can in the market. Surprising . . . isn't it? They are

cars that you too feel when you get them are leaders in the world. Meet Hudsons . . . this drive a Hudson. Discover Canada's No. 1 value cars.

1938 • GREATEST DRIVING FEATURE: Hudson's Selective Automatic Shift Transmission. More . . . in its fourth year—greater than ever. NEVER push the clutch pedal. A low cost optional extra, unbelievable shift times. And still—no throat cut!

MORE SEE MORE ROOM Inside . . . New luxury interiors.

NEW AUTOMATIC (Pneumatic Brake) System, with advanced hydraulic kit, and the ONLY parking system with a superior water-based system in operation, from the same brake pedal. Easy handling parking brake under which "SELECT BRAKE" ON ANY CAR. MODELS ALL OF 1938, including coach of road, for greater safety.

WHEELBASES: 107 inches in Hudson Terraplane, 122 inches in Hudson Six, 122 and 124 inches in Hudson Eight. HORSEPOWER: 64 and 101 in Hudson Terraplane, 105 and 107 in Hudson Six, 122 in Hudson Eight.

HUDSON MOTORS OF CANADA LIMITED
Toronto, Ontario

NEW LUXURY INTERIORS and A STYLE IDEA NEVER SEEN BEFORE!

1938's GREATEST DRIVING FEATURE . . . HUDSON'S SELECTIVE AUTOMATIC SHIFT TRANSMISSION!

New . . . In Its Fourth Year . . . Better Than Ever!



1938 • A view of the entire system . . . with the new Selective Automatic Shift Transmission . . . in Hudson Six and Eight models . . . while the Hudson Eight Coach comes with the new Selective Automatic Shift Transmission. The new design, along with the new Selective Automatic Shift Transmission, provides the most complete and efficient driving system of any car in the world.

1938 • In its fourth year, the new Selective Automatic Shift Transmission is now in its fourth year. The new design, along with the new Selective Automatic Shift Transmission, provides the most complete and efficient driving system of any car in the world.



Prices start down close to the lowest with the new low-cost Hudson Time-Payment Plan—terms to suit your income

IT'S "BARGAIN YEAR" IN HUDSON SHOWROOMS

Save Money WITH RUST-PROOF COPPER



Example: Copper roofing is the most durable and economical material for roofs. It lasts for 50 years or more. It is rust-proof and does not require painting. It is also fireproof and does not burn. It is also a good conductor of electricity and is used for wiring. It is also a good conductor of heat and is used for radiators and boilers. It is also a good conductor of sound and is used for musical instruments. It is also a good conductor of light and is used for mirrors and lenses. It is also a good conductor of electricity and is used for wiring. It is also a good conductor of heat and is used for radiators and boilers. It is also a good conductor of sound and is used for musical instruments. It is also a good conductor of light and is used for mirrors and lenses.

AMACONDA AMERICAN BRASS LIMITED

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Plug in on Shave Comfort

THE perfect world of a shaved face is the world of a shaved face. The shaving process is a comfort world of a shaved face. The shaving process is a comfort world of a shaved face.

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Crisis in Alberta

Continued from page 11 - (Starts on page 11)

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...and the crisis in Alberta...

...and the crisis in Alberta...



Light up without crippling the smoke flavor

...and enjoy cooler stain-free smoking!

...and enjoy cooler stain-free smoking!

...and enjoy cooler stain-free smoking!

...and enjoy cooler stain-free smoking!

...and enjoy cooler stain-free smoking!

...and enjoy cooler stain-free smoking!

...and enjoy cooler stain-free smoking!

...and enjoy cooler stain-free smoking!



McBRINE BAGGAGE

STOWAWAY GLADSTONE

MAKES A PERFECT CHRISTMAS GIFT

Authoritative Training

Authoritative Training

Authoritative Training

Authoritative Training

Authoritative Training

Authoritative Training



...and the crisis in Alberta...

...and the crisis in Alberta...

...and the crisis in Alberta...

...and the crisis in Alberta...

...and the crisis in Alberta...

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...and the crisis in Alberta...

...and the crisis in Alberta...

...and the crisis in Alberta...



Here is the first Christmas

Here is the first Christmas

Here is the first Christmas

Here is the first Christmas

Here is the first Christmas

Here is the first Christmas

Here is the first Christmas

Here is the first Christmas

Here is the first Christmas



...and the crisis in Alberta...

...and the crisis in Alberta...

...and the crisis in Alberta...

...and the crisis in Alberta...

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...and the crisis in Alberta...



"THAT'S A GOOD
IDEA ANN...
MACLEAN'S FOR
OUR SPECIAL
FRIENDS THIS
CHRISTMAS"



They'll Enjoy it ...

YOUR FRIENDS will enjoy Maclean's—and their enjoyment will not end at Christmas!

Right through the year—twice every month—Maclean's will bring them fresh pleasure—and reward, at the same time, their appreciation of your thoughtfulness in choosing this most acceptable gift.

Every issue will bring them a generous selection of short stories and serial fiction—articles and special features packed with interest for every member of the family—a magazine that is thoroughly Canadian, thoughtfully wholesome in character and content!



TAKE ADVANTAGE OF THIS WONDERFUL OFFER NOW...

SPECIAL CHRISTMAS GIFT RATES

Inexpensive

AT THIS SPECIAL CHRISTMAS RATES a Gift Subscription to Maclean's is amazingly inexpensive. If the stories and features, articles which appear in 36 issues of Maclean's in the course of a year, were bought up to book form, they would all (average good-sized volumes)—and you, in the Special Gift Series you are giving all this to your friends in a one that is well within the pocketbook of everyone!

It is so simple, too—no more trouble from sitting down for a few minutes with your pen and filling in the Christmas Gift Order Form. Make it so easy with your convenience, and someone else's whole responsibility—namely the pleasant, least troublesome solution that you can find to your Gift problem!

You can include your own subscription or renewal as part of a Gift Order at these special rates. It is a thought and a gift that will be true for some time. This is the only time when such exceptionally attractive rates are available.

If you at your friends to whom you need Maclean's as a gift are already subscribing or will give a full year's subscription to their subscription, they will at once—like all those to whom you send Gift Subscriptions—see you for the Gift Announcement Card with your design.

LOVELY CARD TO ANNOUNCE GIFTS

CHRISTMAS is the children's day, those all others—and it is particularly appropriate that this year our Gift Announcement Card should represent a delightful reminder of the First Children of the Empire—Her Royal Highness Princess Elizabeth and Princess Margaret Rose. This charming child unity is represented by special arrangement with Museum Artworks, internationally famous Photographs of Royalty. It is printed on heavy as paper size 15" x 9 1/2", with wide margins suitable for framing.

One of these cards will be mailed to each person who receives a Gift Subscription, saying the personal greetings of the donor of the Gift.



Gift Rates for Canada and Newfoundland	
1 or 2 GIFT ORDERS, EACH	\$1.00
3 GIFT ORDERS FOR	2.00
4 GIFT ORDERS FOR	2.50
5 GIFT ORDERS for	\$3.00
Additional Gift Orders may be added, at the rate of 50c each.	
7 Gift Orders	\$4.50
9 Gift Orders	\$5.50

GIFT RATES FOR OTHER COUNTRIES
C.R. Orders for other countries will be at the rate of 50c each plus 10c for each additional order.



CHRISTMAS GIFT ORDER FORM

To: **MACLEAN'S 461 Chestnut Ave. Toronto** (Indicate from which Card with your personal postage.)

My Name: _____ 3 Name: _____ 4 Name: _____
Address: _____ Address: _____ Address: _____

5 Name: _____ 6 Name: _____ Name: _____
Address: _____ Address: _____ Address: _____

YOUR NAME AND ADDRESS: _____

IF ORDERING MORE THAN 5 GIFTS, ANY DELAY IN YOUR DELIVERY OF GIFTS, SEND YOUR NAME AND ADDRESS.

Gift will be given on date of your order. If you wish to delay delivery, please indicate date.

10-20

— A GIFT THAT LASTS THE WHOLE YEAR THROUGH



TUCKETT'S PREFERRED
PANATELAS
BOITE NATURE
BOX of 25
\$8.40

HERBERT TAREYTON
1 lb. Glass Humidor
\$1.50
1 lb. Glass Humidor
\$3.00



BUCKINGHAM
CARTON of 50 \$.50
CARTON of 100 1.00
CARTON of 200 2.00



MARGUERITE
CARTON of 25 \$1.25
CARTON of 50 .50



Ideal Gifts for Christmas



ENGLISH BLEND
CARTON of 50 \$.50
CARTON of 100 1.00



NAVY CUT
CARTON of 50 \$.30
CARTON of 100 1.00